

Michigan eLibrary Usage and Statistics Report

Fiscal Year 2013 Quarter 3 (April - June 2013)

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I. Executive Summary

This report concerns MeL's quarterly statistics regarding key performance metrics including: Michigan Online Resources for Educators (M.O.R.E.), MeLCat, database searches performed, database sessions, homepage visits, and the performance of certain products purchased by the Michigan eLibrary such as Job and Career Accelerator. This is the first report that includes the three new databases recently purchased: Business Decision, Gale Legal Forms, and DemographicsNow. Look for those in section IX.

Below I compare FY 13 Q3 (April to June) to the previous quarter (Jan to March 2013) and to this same quarter in the previous two fiscal years (2011 and 2012).

Database searches: This quarter MeL saw **8,960,490 searches** from the 30+ databases we pay for, down 20% since last quarter. Database searches were down 39% from this quarter last year and down just slightly down from this quarter in 2011.

Homepage visits: This quarter MeL saw **1,481,175 homepage visits**, down 18% since last quarter. This figure is essentially unchanged (down 2%) from this quarter in fiscal year 2012 when there were 1,521,354 visits. Homepage visits from the third quarter of 2011 are up 42% when we had just over one million visits.

II. Full Report of MeL Databases Usage:

The numbers below reflect complete database usage for each product as reported by the database provider. In other words, sessions, searches and full text retrieval derived from users who accessed these products from MeL.org, from a library Web site, from a school Web site or any other link on a Michigan Web site to these products are all included.

MeL Database Usage	Sessions Q3	Searches Q3	Full Text Q3
Gale Databases	3,521,660	8,530,119	4,917,446
Chiltons	21,856	N/A	N/A
ProQuest - SIRS Discoverer	41,639	84,349	26,831
ProQuest - SIRS Renaissance	57,228	134,895	107,846
ProQuest - Heritage Quest	17,194	87,255	N/A
ProQuest - eLibrary	52,382	97,167	116,897
ProQuest - eLibrary Elementary	16,541	26,705	38,698
ProQuest-CultureGrams	75,555	N/A	N/A
TOTALS	3,804,055	8,960,490	5,207,718

	Site sessions	Total Tests	Total Courses
Learning Express	28,113	21,797	5,675
	Sessions	Resumes	Job Searches
JCA	2,944	325	12,670

III. Gateway Usage

The most heavily used gateways in this quarter are listed below. The access recorded is from all sources (MeL.org and any other Web site. The gateways contain librarian-recommended Web sites that are free for all to use along with the database content. The Kids and Teens gateways are heavily promoted within the state of Michigan and are popular in Michigan schools):

	Apr	May	June	TOTAL Q3	TOTAL Q2
Kids	14,968	16,427	3,041	34,436	42,310
Teens	8,900	10,376	2,629	21,905	34,258
Books and Literacy	4,558	3,705	2,949	11,212	15,602
MeL Michigana	3,984	3,928	2,275	10,187	11,610
Business and Jobs	2,638	1,711	1,792	6,141	5,242
Health and Wellness	2,445	2,126	1,133	5,704	5,989
Reference	1,893	1,976	1,320	5,189	6,659
Legal	1,410	1,316	1,075	3,801	4,272
Library and Information Science	296	290	222	808	1,003

IV. Social Networking

2,107 Facebook page likes

906 Twitter Followers

V. Michigan Online Resources for Educators (M.O.R.E.)



Month	Total Visits	Unique Visitors	Pageviews
April 2013	8,803	6,289	29,407
May 2013	6,049	5,143	14,856
June 2013	4,204	3,656	10,197
Q3 2013 Total	19,056	14,664	54,460

VI. Average Sessions of Gale Databases by Time and Day

Below is a map of the average number of sessions for just the Gale databases by time and day. Gale is one of our primary providers and is a good representation of our use. I have highlighted each hour where more than 40,000 sessions were logged.

Session Time	Sun	Mon	Tue	Wed	Thu	Fri	Sat
12-1AM	11,148	13,147	13,059	12,957	12,805	11,330	9,054
1-2AM	9,043	9,621	10,047	9,710	10,521	8,930	8,798
2-3AM	8,420	8,013	8,564	7,911	8,312	7,664	7,407
3-4AM	7,765	8,889	8,072	7,746	8,369	8,010	8,145
4-5AM	7,547	7,668	9,168	7,977	8,554	7,140	6,616
5-6AM	7,440	7,235	8,823	8,543	8,050	7,468	7,025
6-7AM	7,731	8,434	9,237	8,299	9,257	8,279	9,237
7-8AM	8,373	11,830	15,333	14,767	14,751	13,197	8,553
8-9AM	8,440	31,984	35,700	34,402	37,571	29,468	10,533
9-10AM	12,243	36,718	45,171	47,951	43,258	33,029	13,949
10-11AM	14,240	44,504	55,133	51,203	46,745	35,941	16,620
11AM-12PM	16,681	44,010	47,997	50,981	42,551	34,131	21,042
12-1 PM	22,178	44,137	46,007	45,515	42,588	34,274	20,316
1-2PM	21,589	48,510	54,530	51,791	48,736	39,989	23,136
2-3PM	23,763	45,426	50,497	44,200	43,536	33,609	22,381
3-4PM	24,068	30,530	31,704	30,130	28,273	23,468	21,748
4-5PM	23,437	30,954	30,231	29,480	26,638	21,055	19,617
5-6PM	23,577	26,886	27,099	27,072	24,311	14,100	15,888
6-7PM	21,422	28,299	28,008	25,420	23,575	14,290	14,268
7-8PM	24,466	32,824	30,076	29,332	24,357	15,527	15,366

8-9PM	25,370	32,994	29,580	28,267	24,361	14,270	16,309
9-10PM	24,054	27,966	28,047	25,840	21,695	14,920	15,432
10-11PM	22,479	24,148	23,313	24,487	19,087	14,519	14,863
11PM-12AM	18,486	18,945	17,939	18,533	14,833	13,252	13,507

VII. Top Gale Search Terms

Below is a list of the top search terms for the Gale databases this quarter. Gale is one of our primary providers and they have broad coverage although we do have some subject-specific information from other vendors that is therefore not represented in this list.

Rank	Search Term	Searches
1	michigan	1,052
2	dogs	605
3	endangered and threatened species	509
4	sharks	490
5	horses	458
6	dolphins and porpoises	449
7	tigers	365
8	diabetes	332
9	obesity	331
10	butterflies	323
11	cheetahs	320
12	cats	314
13	wolves	314
14	snakes	293
14	abortion	292
16	death of a salesman	280
17	schizophrenia	273
18	animal communication	269

19	cancer	263
20	autism	258
21	modern slavery america	247
22	bears	246
23	dinosaurs	228
24	vietnam war	227
25	lions	226

VIII. Top 20 Counties Logging Database Sessions

Below are the top 20 counties logging database sessions at the MeL.org Web site and at schools and libraries with private accounts through the vendor Gale. Database sessions with a vendor other than Gale accessed through a school, library or other Web site are not included. We are working with our other vendors to include that specific data as well.

Number	County	DB sessions
1	Ingham	31,051
2	Wayne	16,730
3	Oakland	15,565
4	Macomb	7,745
5	Kent	7,364
6	Calhoun	4,485
7	Ottawa	4,435
8	Genesee	3,356
9	Washtenaw	3,113
10	Kalamazoo	2,667

11	Lapeer	2,546
12	Muskegon	2,047
13	Grand Traverse	1,798
14	Isabella	1,513
15	Saginaw	1,505
16	Livingston	1,313
17	Jackson	1,302
18	Lenawee	1,176
19	St. Clair	1,159
20	Allegan	1,142

IX. Top Usage by County of Selected MeL Databases

Below is a selection of MeL databases and the top five counties who logged database sessions at the MeL.org Web site and at schools and libraries with private accounts through the vendor Gale. This means that the reporting for databases from other vendors, such as ProQuest, seem low. In fact, they simply do not include individual account data. We are working on obtaining this for future MeL statistical reporting purposes.

The databases new to MeL as of June, 2013: DemographicsNow, Legal Forms and Business Decision are included for the first time in this report. Please note that the numbers reported for these new resources are for only a portion of one month.

Academic OneFile	
Hillsdale	167,675
Saginaw	156,916
Oakland	34,550
Kent	27,481

Washtenaw	25,950
Books & Authors	
Oakland	842
Wayne	684
Macomb	419
Ingham	301
Kent	246
Business & Company Resource Center	
Wayne	2,072
Oakland	1,720
Kent	1,076
Genesee	1,064
Macomb	719
Business Decision	
Oakland	32
Ingham	19
Kent	11
Washtenaw	8
Wayne	6
DemographicsNow	
Ingham	163
Oakland	99
Wayne	72
Ottawa	42

Macomb	42
General OneFile	
Monroe	409,983
Oakland	28,131
Kent	23,806
Washtenaw	14,976
Ingham	11,530
GVRL	
Oakland	31,000
Kent	15,269
Wayne	10,712
Grand Traverse	8,612
Washtenaw	6,318
Health & Wellness Resource Center	
Kent	13,560
Washtenaw	5,470
Oakland	4,589
Genesee	3,973
Wayne	3,887
Kids InfoBits	
Grand Traverse	8,404
Wayne	5,366
Oakland	2,913
Kalamazoo	1,541

Kent	1,538
LegalForms	
Ingham	167
Wayne	83
Oakland	66
Washtenaw	19
St. Clair	17
Michigana: Sources in U.S. History	
Ingham	208
Oakland	80
Genesee	76
Wayne	60
Washtenaw	38
Nursing Resource Center	
Kent	12,624
Genesee	2,379
Wayne	1,955
Oakland	1,675
Ingham	1,131
Opposing Viewpoints	
Oakland	31,390
Kent	15,533
Wayne	11,451
Genesee	10,094

Washtenaw	7,217
Small Business Resource Center	
Kent	12,495
Wayne	1,841
Oakland	1,716
Washtenaw	1,585
Genesee	1,447
Chiltons	
Wayne	1,991
Kent	1,847
Macomb	1,411
Oakland	1,315
Monroe	1,186
ProQuest - SIRS Discoverer	
Wayne	1,003
Kent	639
Oakland	368
Ingham	198
Cass	183
ProQuest - SIRS Renaissance	
Ingham	192
Kent	91
Wayne	76
Oakland	63

Ottawa	37
ProQuest - Heritage Quest	
Wayne	703
Ingham	637
Kent	490
Oakland	487
Macomb	449
ProQuest - eLibrary	
Wayne	1,067
Oakland	961
Macomb	593
Kent	548
Ottawa	281
ProQuest - eLibrary Elementary	
Kent	316
Macomb	315
Wayne	232
Ingham	212
Oakland	210
ProQuest-CultureGrams	
Wayne	1,272
Calhoun	1,174
Oakland	1,075
Lapeer	415

Newaygo	402
LearningExpress	
Wayne	1,591
Macomb	1,430
Oakland	1,238
Ingham	884
Washtenaw	666
JCA	
Oakland	356
Ingham	347
Wayne	276
Kent	164
Macomb	129

X. MeLCat Usage and Activity Stats (From MCLS)

Month	Number of items	Number of Bib records	Number of requests	Number of loans	Fill Rate
April-13	47,246,806	13,528,340	97,285	89,035	91.52%
May-13	48,063,983	13,627,366	86,836	77,753	89.54%
June-13	48,063,983	13,853,889	84,976	74,188	87.30%

Month	Participating Academic Libraries	Participating Public Libraries	Participating School Libraries	Participating Combined	Participating Special	Total
April-13	52	327	31	10	9	429
May-13	50	326	31	10	9	426
June-13	50	326	31	10	9	426

Month	MeL Databases support requests	MeLCat support: Tickets Created	MeL Databases training sessions	MeL Databases training attendees	MeLCat training sessions	MeLCat training attendees
April-13	46	308	0	0	3	16
May-13	38	294	3	21	3	18
June-13	30	231	3	6	2	0